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Dec. 08, 2014



As much as we like to view ourselves as thoroughly modern, there's a certain appeal to business as usual. It's familiar, it's proven (most of the time) and it seems low-

risk.

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emailed Excel files, [QuickBooks](#) reports zapped by email or deposited in [Dropbox](#), [GoToMyPC](#) sessions, even stacks of scribbled Post-It Notes, stuffed in a [FedEx](#) envelope. Each approach is archaic, unproductive, and risky (this is, after all, confidential data). And, by the way, completely unnecessary.

*But this is the way it has been.* Even high-touch practices, where a bookkeeper or member of the accounting team makes house calls — visiting computer hardware that is almost certainly past its prime — ought to rethink their approach. And if this is how you're still doing business, there is a better way.

**Here's that better way:** host QuickBooks for your clients. Not just the data — the full application, in the Cloud. If you're not doing so, you're almost certainly leaving revenue on the table, even as you increase the burden on your practice and on your client. Rather than adding complexity to your business life with administrative minutiae, you could be generating additional billable hours and developing a reliable revenue stream.

It's not simply a matter of where an application sits — it's how that application can be leveraged to grow your practice with minimal investment. The Cloud makes it feasible to expand your workforce without adding headcount, by enabling you to enlist contract bookkeepers anywhere in the country. With everyone accessing the same version of Quickbooks, the learning curve is virtually zero. Where the movement of vital client data was once subject to all manner of risk, the potential for loss or corruption in the Cloud is likewise almost nil. But that's just the beginning.

Cloud-hosted QuickBooks can be both a money-saver and a money-maker. Hosting is an efficient value-add that simultaneously justifies a modest increase in your basic monthly fee while making your service more convenient and less complex for your clients. The frosting is the opportunity cost of not wasting time on that “business as usual” routine.

Done right, you can more than cover any initial costs.

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